

DOCKET SECTION

**BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001**

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DOCKET NO. R97-1

**INSTITUTIONAL RESPONSES OF MAGAZINE PUBLISHERS OF AMERICA
TO INTERROGATORIES OF UNITED STATES POSTAL SERVICE
(USPS/MPA-1-34)**

(February 5, 1998)

Pursuant to the Commission's Rules of Practice, Magazine Publishers of America (MPA) hereby submits the attached institutional responses to interrogatories propounded by USPS to MPA (USPS/MPA-1-34). Objections were filed on February 2, 1998. MPA counsel and Postal Service counsel have been engaged in constructive discussions regarding these interrogatories. The results of these discussions are reflected in the responses.

Respectfully submitted,



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**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-1. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide a list of publications published by each member of your trade association and mailed at second-class regular or periodical regular rates.

Response:

Pursuant to discussions between counsel for MPA and counsel for the Postal Service, MPA will submit a list of its domestic members and their publications which is current as of February 3, 1998, as MPA-LR-5.

**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-2. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please for each publication listed in response to interrogatory number 1 the following information:

- (a) The number of issues mailed.
- (b) The average number of editions (versions) per issue.
- (c) An indication of the kind or type of each version.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-3. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the total volumes mailed at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-4. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular required presort rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-5. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class, regular or periodical regular 3-digit city/5-digit presort rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-6. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular carrier route presort rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-7. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular destination delivery office discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-8. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular destination SCF discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-9. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to p resent, please provide the volumes mailed at second-class regular or periodical regular high density discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-10. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular saturation discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-11. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the required presort volumes mailed at second-class regular or periodical regular prebarcoded letter size discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-12. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular prebarcoded flat size discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-13. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide -the 3-digit city/5-digit volumes mailed at second-class regular or periodical regular prebarcoded 3-digit letter size discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-14. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the 3-digit city/5-digit volumes mailed at second-class regular or periodical regular prebarcoded 5-digit letter size discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-15. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the 3-digit city/5-digit volumes mailed at second-class regular or periodical regular prebarcoded flat size discount rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-16. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zones 1&2 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-17. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 3 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-18. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 4 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-19. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 5 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-20. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 6 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-21. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 7 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-22. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volume, total weight and advertising weight mailed at second-class regular or periodical regular rates for zone 8 for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-23. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the average percentage of nonadvertising content mailed at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-24. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed on pallets at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1 by the following pallet presort levels:

- (a) 5-digit pallets
- (b) 3-digit pallets
- (c) SCF pallets
- (d) ADC/SDC pallets
- (e) BMC pallets Mixed-BMC pallets.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-25. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, for those volumes mailed on pallets at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1, please provide the average number of pieces per pallet by the following pallet presort levels:

- (a) 5-digit pallets
- (b) 3-digit pallets
- (c) SCF pallets
- (d) ADC/SDC pallets
- (e) BMC pallets Mixed-BMC pallets.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

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USPS/MPA-26. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, for those volumes mailed on pallets at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1, please provide the average pallet weight by the following pallet presort levels:

- (a) 5-digit pallets
- (b) 3-digit pallets
- (c) SCF pallets
- (d) ADC/SDC pallets
- (e) BMC pallets Mixed-BMC pallets.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-27. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed in sacks at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1 by the following sack presort levels:

- (a) Carrier route(s) sacks
- (b) Firm sacks
- (c) 5-digit sacks
- (d) 3-digit unique city sacks
- (e) 3-digit sacks
- (f) SCF sacks
- (g) ADC/SDC sacks
- (h) Mixed sacks.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

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USPS/MPA-28. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, for those volumes mailed in sacks at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1, please provide the average number of pieces per sack by the following sack presort levels:

- (a) Carrier route(s) sacks
- (b) Firm sacks
- (c) 5-digit sacks
- (d) 3-digit unique city sacks
- (e) 3-digit sacks SCF sacks
- (g) ADC/SDC sacks
- (h) Mixed sacks.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

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USPS/MPA-29. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed in trays at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1 by the following tray presort levels:

- (a) Carrier route(s) trays
- (b) Firm trays
- (c) 5-digit trays
- (d) 3-digit unique city trays
- (e) 3-digit trays SCF trays
- (g) ADC/SDC trays
- (h) Mixed trays.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

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USPS/MPA-30. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, for those volumes mailed in trays at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1, please provide the average number of pieces per tray by the following tray presort levels:

- (a) Carrier route(s) trays
- (b) Firm trays
- (c) 5-digit trays
- (d) 3-digit unique city trays
- (e) 3-digit trays
- (f) SCF trays
- (g) ADC/SDC trays

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
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USPS/MPA-31. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed in bundles at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-32. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, for those volumes mailed in bundles at second-class regular or periodical regular rates for each publication listed in response to interrogatory number 1, please provide the average number of pieces per bundle.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-33. For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the volumes mailed at second-class regular or periodical regular rates that were plant loaded in USPS provided transportation for each publication listed in response to interrogatory number 1.

Response:

As indicated in its objection filed February 2, 1998, the information requested by this interrogatory is not within the custody and control of MPA nor is it available to MPA. Attached hereto, however, is a document designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile," with results of the survey reported in the aggregate. MPA provided results of similar surveys in conjunction with proceedings in Docket No. R90-1 (MPA-LR-1) and Docket No. MC95-1 (Tr. 29/13412-13442).

Magazine Publishers of America
Responses to USPS/MPA-2-33

1997 MPA POSTAL PROFILE

[Consisting of 7 pages]

1997 MPA Postal Profile

6. Annual pound distribution of mailed copies in 1996 (for all 166 respondents):

Zone	Subscriber / Requester Copies	Other Copies	Total Copies	Total Pounds	Advertising Pounds
DD				45,314	24,630
SCF				643,665,202	306,336,757
Z1&2				204,463,506	97,279,957
Z3				110,696,171	49,905,552
Z4				156,142,222	65,316,589
Z5				144,707,959	56,417,234
Z6				35,100,385	13,012,408
Z7				36,315,319	13,543,863
Z8				31,181,287	11,382,999
Total				1,362,332,138	613,273,048

7. Annual piece distribution in 1996 (for all 166 respondents). (Within presort levels A and B, use bundle presort levels to distinguish between 3-digit, 5-digit, and all other. For automation categories, only count pieces that receive the automation discount):

Level	Automation	Number of Copies	Number Qualified Addressed Pieces
Level A			
3-Digit	Nonautomation		
	Automation		
All Other	Nonautomation		
	Automation		
Total Level A	Nonautomation		80,368,710
	Automation		65,690,005
Level B			
3-Digit	Nonautomation		
	Automation		
5-Digit	Nonautomation		
	Automation		
Total Level B	Nonautomation		372,161,046
	Automation		455,688,483
Level C			
	Carrier Route		
	High-Density Walk Sequence		
	Saturation Walk Sequence		
Total Level C			1,547,284,829
Total Levels A, B, and C			2,521,193,073

1997 MPA Postal Profile

8. Piece discounts per issue - total number of addressed pieces in 1996 entered at:

Delivery unit rate 23 SCF rate 430.021
(mean response for all 166 respondents)

9. Editorial discount per piece (average for all 166 respondents in 1996): 3.1 ¢

10. Dimensions (in inches):	Median	Max	Min
10a. Height (perpendicular to binding)	<u>8"</u>	<u>13.5"</u>	<u>5.125"</u>
10b. Length (parallel to binding)	<u>10.5"</u>	<u>13.5"</u>	<u>3.75"</u>
10c. Thickness	<u>0.2094"</u>	<u>3.1875"</u>	<u>0.0625"</u>

11. Shape: ☐ Flat (154) ☐ If not flat, please specify other 1 (Digest)

12. Is this magazine folded for mailing? ☐ Yes (3) ☐ No (163)

13. Is this magazine polywrapped for mailing? ☐ Yes (56) ☐ No (110)

13a. If yes, what percentage of mailed pieces in an average issue is polywrapped? 32.5 %
(mean percentage for the 56 publications that are polywrapped)

14. Type of Containers for a typical issue (percent of weight not including container weight):

Pallets 82.2% + Sacks 11.3% + APCs 6.5% = 100%
(mean response for all 166 publications)

15. Number of postal entry points: 60 (mean response for all 166 publications)

15a. If the number of entry points has varied or is expected to vary in the future, please provide a range: 303 to 1

16. To save money and achieve better service, publishers may use private transportation to enter magazines closer to the final destination. Please answer the following questions concerning dropshipping:

16a. Do you dropship at least a portion of your magazine? ☐ Yes (96) ☐ No (70)

16b. If yes, what percentage did you dropship in 1996 (in pounds) ? N/A

16c. What was the average cost per issue in 1996 to dropship? \$ 100.523

(mean cost per issue for the 96 respondents that dropship)

16d. Is your magazine merged with other magazines for dropshipping purposes?

1997 MPA Postal Profile

☐ Yes (41)

☐ No (100)

☐ Don't Know (25)

17. Some publishers enter publications into the USPS system at the mailer's facility with the USPS providing plant-load service.

17a. Is your magazine plant-loaded? ☐ Yes (129) ☐ No (37)

17b. If yes, is every issue plant-loaded? ☐ Yes (126) ☐ No (3)

How many issues in 1996? 67.7% of all issues for all 166 respondents

17c. On average, what percentage of pieces is plant-loaded? 31.0% of all pieces mailed
(mean response for all 166 respondents)

18. Creating separate editions may raise postage by lowering presort levels if separate editions are not combined for mailing. Do you combine demographic editions for mailing through selective binding or off-line comailing? ☐ Yes (50) ☐ No (116)

18a. If yes, please provide the approximate percentage of pieces combined 81.0 %

18b. Approximate percentage of pieces mailed separately 19.0 %

(mean response for the 50 publications that create separate editions)

19. Postage per issue in 1996:

19a. Average total domestic postage per issue, in dollars: \$ 210,965

19b. Average total foreign postage per issue, in dollars: \$ 5,777

(mean response for the 153 respondents to this question)

20. Please answer the following questions about barcoding:

20a. Does your magazine meet Postal machinability requirements?

☐ Yes (97) ☐ No (31) ☐ Sometimes (27) ☐ Don't know (11)

20b. Please check all that apply for copies not barcoded:

☐ Magazine is over 1 pound (28)

☐ Magazine is tabloid size (10)

☐ Magazine is polywrapped (48)

☐ Portion of mailing carrier route presorted (108)

☐ Portion of mailing includes Level B/carrier route pieces combined on a 5-digit pallet (41)

☐ Not cost effective (5)

☐ Other (please specify) Incomplete or bad addresses, not enough room on labels, bar codes
not available for all addresses, magazine doesn't meet current rigidity standards

1997 MPA Postal Profile

21. Some publishers comail their magazine to achieve higher presort (i.e., copies of a magazine are commingled into 3-digit, 5-digit, and carrier-route packages with copies of other magazines).

21a. Is this magazine comailed with other magazines? ☐ Yes (34) ☐ No (114)
☐ Sometimes (6) ☐ No response (12)

21b. If yes, please indicate off-line or in-line: ☐ Off-line (35) ☐ In-line (3)
☐ No response (2)

21c. How many issues were comailed in 1996? 269 (total comailed issues for all respondents)

21d. What percentage of pieces were comailed in 1996? 3.55 %
(mean response for all 166 respondents)

21e. If you do not currently comail, or only comail a portion of your issues, please indicate why:

☐ Printer does not offer comailing services (69)

If you do not comail because your printer does not currently offer the service, would you comail if the service were available? ☐ Yes (29) ☐ No (40)

☐ Timeliness of delivery (42)

☐ Competitive concerns (12)

☐ Not cost effective (32)

☐ Other (please specify) (16)

22. Please provide the following information regarding Standard A (third class) matter (e.g., samples) mailed with all magazines in 1996:

22a. Total postage for Standard A class matter mailed in or with all magazines \$ 4,288,859

22b. Total number of pieces subject to Standard A piece rates: 24,404,279

22c. Number of issues containing Standard A class matter 88 (for the 26 publications that sent Standard (A) mail)

(Total figures for all respondents; 27 publications provided Standard (A) postage data and 26 publications provided data on the number of Standard (A) pieces mailed)

22d. Please list the types of Standard A matter mailed with your magazine:

☐ Product samples (2)

☐ CD/Diskette (10)

☐ Non-qualifying loose enclosures (13)

☐ Other (please specify) (5)

**MAGAZINE PUBLISHERS OF AMERICA
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-34. Please also provide all data furnished in response to interrogatories 1 through 33 above in electronic format.

Response:

A disk containing the aggregate information from the "1997 MPA Postal Profile" is being provided to the Postal Service and being filed as a Library Reference (MPA-LR-7).

DECLARATION

I, Rita D. Cohen, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Rita D. Cohen

Dated: Feb 5, 1998

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the rules of practice.



James R. Cregan

Washington, D.C.
February 5, 1998